

Cadillac



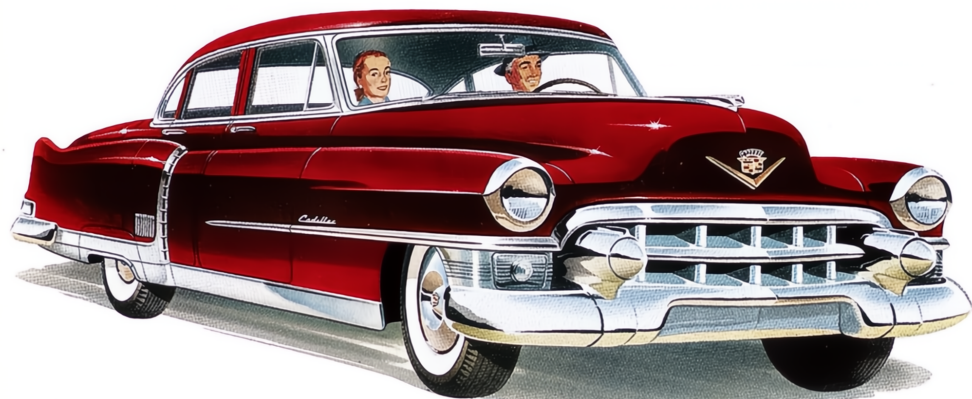
FOR NINETEEN HUNDRED AND FIFTY-THREE



The year 1953 is certain to go down in automotive history as a milestone in Cadillac progress and development. For the motor cars that Cadillac presents for your consideration in 1953 bring to fruition all the good and wonderful things Cadillac has pioneered in the past fifty years—and, at the same time, herald a wholly new era in automotive advancement. The 1953 Cadillac is, in every way, the finest motoring creation ever to bear the Cadillac name . . . the perfect automobile to introduce Cadillac's *second* half-century of achievement and leadership. It is offered in three separate series—each designed to fit the needs of a particular group of owners. But each is like the others in the beauty of its styling, the excellence of its performance, and the soundness of its construction. We suggest a personal inspection and demonstration of these wonderful motor cars. For only then will you realize how extraordinary these 1953 Cadillacs really are—and only then will you know which particular 1953 Cadillac is best suited to your own personal motoring requirements.

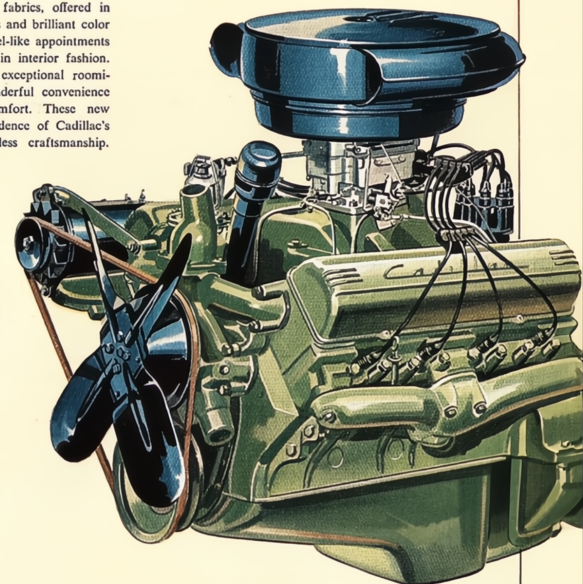


**THE MOTOR CAR THAT BEGINS
A SECOND HALF-CENTURY OF
AUTOMOTIVE LEADERSHIP !**

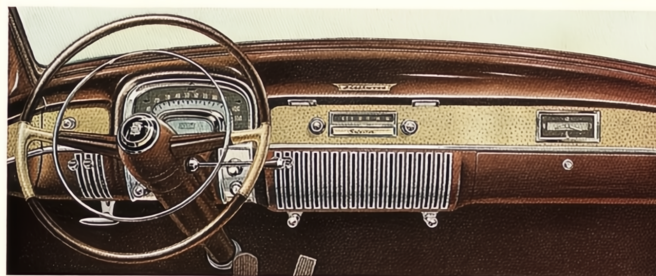


BEAUTIFUL NEW INTERIORS are featured in every 1953 Cadillac. Rich, luxurious fabrics, offered in a wide variety of lovely patterns and brilliant color combinations, combine with jewel-like appointments to create a dramatic new note in interior fashion. Deep, luxurious seat cushions, exceptional roominess and a whole host of wonderful convenience features provide matchless comfort. These new Cadillac interiors are visual evidence of Cadillac's incomparable styling and flawless craftsmanship.

NEW 210 HORSEPOWER CADILLAC ENGINE, the result of over 37 years of experience in the design of V-8 engines, brings unprecedented power, smoothness, responsiveness and economy to automotive performance. Its higher compression ratio, together with its many engineering improvements and refinements, makes this the finest Cadillac engine of all time—and one that will set a new world's standard for performance and efficiency.



**...FEATURING SOME OF
THE GREATEST ACHIEVEMENTS
IN *Cadillac* HISTORY !**



ADVANCED CADILLAC POWER STEERING eliminates as much as 75% of normal steering effort. Hydraulically operated, this amazing unit gives perfect assistance for turning and makes parking unbelievably simple. Optional at extra cost on every Cadillac Series for 1953.

IMPROVED HYDRA-MATIC DRIVE is standard on the Series 60 Special and Series 62 for 1953—and is also available on the new Series 75. Smoother, quieter, and more efficient than ever before, Cadillac's Hydra-Matic offers two separate and distinct forward driving ranges.

NEW CADILLAC AIR CONDITIONER is offered as optional equipment on 1953 Cadillac cars. Simple to operate, this new unit will lower the interior temperature of the car to any comfortable degree desired . . . while both re-circulating air and introducing fresh air into the car.



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The new door interior of the Series 60 Special features a light-tone side wall cloth which harmonizes with the color of the darker bolsters. The dark metal finish panel is contrasted with the brilliant chrome molding which highlights the entire door. Jewel-like front hardware . . . including the new "slide-back" door handle, the vent-window knob and hydraulic window lifts . . . is grouped in a special ostrich grain pattern insert panel. Integral door arm rests provide additional passenger comfort.

THE 1953

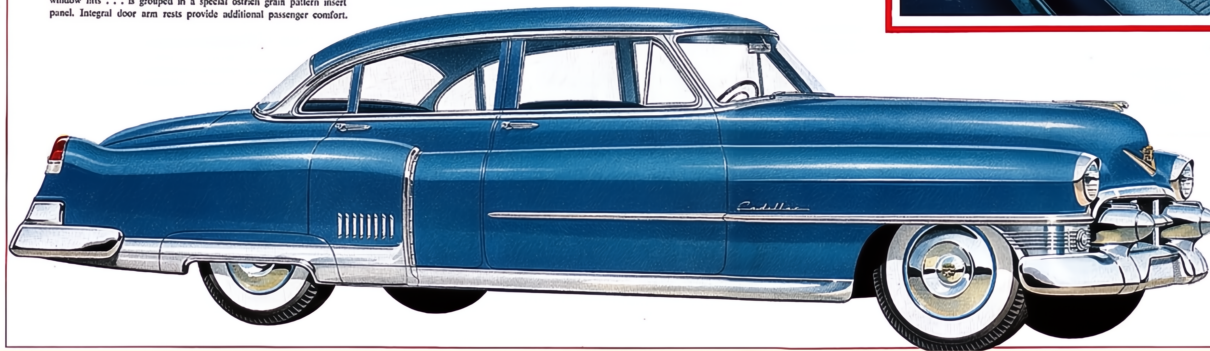
Cadillac

SERIES SIXTY SPECIAL



No motor car in the world occupies a higher place in the affections of its owners than the Cadillac Series 60 Special. Long the symbol of Cadillac leadership, this great automobile has been brought to its greatest heights for 1953. From a standpoint of appearance alone, it is a motor car apart. Its unusually long wheelbase, rear deck and fender line, the distinctive louvers along the rear fender, and the "Fleetwood" insignia on the rear

deck set it instantly by itself—even among Cadillacs! Its beautiful interiors, specially created by Fleetwood, its exceptional roominess and its wonderful appointments, provide unequalled passenger comfort. And, of course, like all 1953 Cadillacs, its performance is the finest of all time. Any motorist who wants the ultimate in an owner-driven motor car will find the 1953 Cadillac Series 60 Special his natural and logical choice.



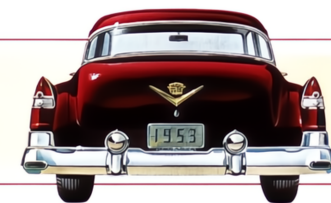
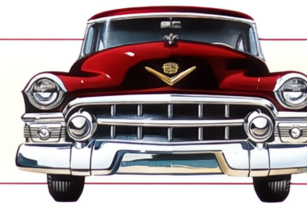
The exterior beauty of the 1953 Cadillac Series 60 Special is rivaled only by the luxury of its new interiors. Seats and seat-back inserts are trimmed in light-tone Bedford Cord fabric, plain broadcloth or a special "V" & crest pattern cloth. Each features carefully tailored narrow piping. The deep-cushioned bolsters are styled in dark-toned broadcloth and seat sides are faced in dark cloth and leather. The extra-wide center arm rest, the dark leather robe cord, and the new chrome "V" & crown mounted on the back of the front seat add an extra note of luxury to the Series 60 Special. Interior color options are dark green, brown, grey and blue, contrasted with trim colors of lighter hue—each a perfect setting for the enjoyment of this magnificent motor car.

THE 1953 *Cadillac* SERIES SIXTY-TWO

...IN FOUR DISTINGUISHED BODY STYLES!



No matter what your preference in a motor car, you will find among the four models of the 1953 Cadillac Series 62 an automobile perfectly suited to your taste and your needs. This series for 1953 includes the Convertible Coupe... the Coupe de Ville... the Coupe... and the Sedan. Certainly no more beautiful motor cars have ever appeared on the nation's highways than these distinguished creations. Their striking beauty, their dazzling interiors, and their superb performance and riding comfort are all evidence of the inspired designs, the superior engineering, and the careful craftsmanship that have become a Cadillac tradition. Any motorist who wants the finest in motoring—combined with unusual practicality and moderate cost—should give careful thought to this wonderful and unique series of motor cars.



THE BEAUTIFUL SERIES SIXTY-TWO COUPE

Numbered among the most beautiful of all Cadillacs is the 1953 Series 62 Coupe. Its brilliant new styling makes it equally appropriate for every-day travel as for the most formal occasions. Eight handsome new interiors are offered in combinations of nylon cord and broadcloth. Light-tone seat-back inserts and seat cushions are done in a tufted pattern... contrasted with the darker tones in the bolsters and trim. As in all 1953 Cadillacs, the flooring is covered with a luxurious, textured weave carpet which harmonizes with the interior trim—and the steering column and instrument panel are painted to match the interior of the car. The unusual roominess of the Series 62 Coupe, together with the side arm rests, the lounge-type center arm rest, robe cords, and many other convenience features, provides exceptional passenger comfort. Interior colors are grey, blue, tan and green.



THE LUXURIOUS SERIES SIXTY-TWO SEDAN

The beautiful styling of the 1953 Series 62 Sedan, together with its luxurious but practical interiors, makes this a perfect motor car for both family and business. Seats and seat-back cushions feature tufted upholstery of light tones in nylon cord or broadcloth, with contrasting dark tufted bolsters and trim in broadcloth. Eight different interiors are offered in all. The doors are trimmed in light-tone side wall cloth. Finish moldings are of light and dark metallic tone, with the door kick-plate in polished stainless steel and the door hardware in brush and brilliant chrome. For extra comfort, the rear compartment is equipped with a wide center arm rest and built-in side arm rests in the doors. The rear shelf is finished in simulated leather. Color options are grey, blue, brown and green. Hydro-electric controls for windows and front seat are optional at extra cost.



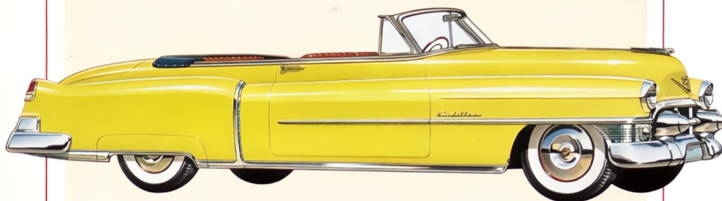
THE DRAMATIC SERIES SIXTY-TWO COUPE DEVILLE

The distinctive "Coupe de Ville" insignia introduces this motor car as one of the most dramatically styled on the American highway. This beautiful motor car combines the comfort and safety of a closed model with the beauty and grace of a convertible. Its exterior styling is more beautiful than ever, with the special wire wheels, available on all 1953 Cadillacs, adding an extra note of excitement. Eight different interior combinations are offered—featuring beautiful nylon fabrics, many in a striking new "V" and crest pattern, and luxurious leathers of contrasting tone. Additional luxury is provided by the bright chrome moldings, the chrome roof bows, and the deep wool-pile carpeting. The generous recesses in the front-seat backs provide exceptional leg room in the rear compartment. Interior color combinations in the new Cadillac Coupe de Ville include green, tan, grey and blue.



THE EXCITING SERIES SIXTY-TWO CONVERTIBLE

Low, beautiful and graceful of line, the Convertible is perhaps the most exciting of all 1953 Cadillacs. Seven gorgeous new interiors are offered—solid tone genuine leather in red or black, and two-tone combinations of metallic leather and natural leather in green, tan and blue. In the two-tone combinations, pleated seat-back inserts and cushions are upholstered in metallic leather of light tones, trimmed with darker leather edgings. The wide back bolster sweeps down in a "V" to the rear-seat cushion. White leather cushion and seat-back inserts with either light blue or green bolsters are also available. A new interior door design features a mounted Cadillac crown and a special striped insert panel. The window controls are self-contained, hydro-electric units. Individual controls are conveniently located on each side of the rear compartment, with a master control on the driver's door.



The Convertible top for 1953 is offered in four different shades—black, tan, blue and green. Made of a durable, high-count rayon and cotton fabric, these tops are cushioned with an inner layer of rubber for additional insulation and waterproofing. Wide vision, unusual headroom and sound construction make the Cadillac Convertible an excellent year-round motor car.

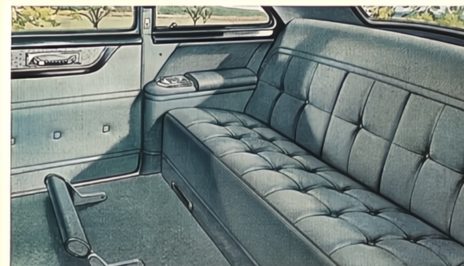


NOW IN ITS FIFTY-FIRST YEAR AS STANDARD OF THE WORLD

THE 1953 *Cadillac* SERIES SEVENTY-FIVE

Cadillac's ability to create motor cars of unsurpassed dignity and character is perhaps best reflected in the Cadillac Series 75. Through the years, it has been the accepted standard of luxury, comfort and distinction in the motoring world—respected everywhere as the ultimate in automotive quality. And for 1953, Cadillac adds new and greater luster to the reputation of this great automobile. Its quiet, refined beauty is unmistakable in any surroundings—while its exceptionally long wheelbase of 147" gives it a stature without equal on the world's highways. Its interiors are

more luxurious than ever—and feature every conceivable passenger convenience. And when it comes to performance—well, this 1953 Series 75 is so smooth and responsive to drive, and so wonderfully easy to steer and handle that many owners will actually prefer to take the wheel themselves. This distinguished motor car is available either as an eight-passenger chauffeur-driven limousine with a glass-dividing partition or as a beautiful, trimly styled eight-passenger sedan. Either is a tribute to its owner's discerning taste and uncompromising good judgment.



Twelve different interior selections are offered in the Series 75 for 1953—including two-tone combinations in grey, blue, tan and brown, and solid colors in tan, grey and blue. Beautiful fabrics are of broadcloth and Bedford Cord. In the limousine, the front compartment is done in genuine leather of either blue or black. The rear compartment in both is in a tufted motif with wide plain bolsters and harmonizing leather edging. The two auxiliary seats fold flat into the seat-back panel. The new, rear-axle arm rest, the side arm rests with built-in lighters and ash trays, and the rear-seat electric clock provide unduplicated interior luxury. The limousine partition is operated hydraulically.

